

FREDERICK LOESER & CO. BROOKLYN ADVERTISEMENTS,
Frederick Loeser & Co.
BROOKLYN - NEW YORK

**Women's Broadcloth Suits,
Special, at \$25**

THESE ARE MADE of fine chiffon broadcloth, satin finished, in black, navy and the wanted shades of color. The famous Looser shape-retaining style.

The first model, a belted Russian, is trimmed with wide Hercules braid. The center figure has a convertible collar of velvet, edged with Hudson seal. These two are in women's sizes only, 34 to 44. The third model, reducing \$39.50, is, simply cut, superbly tailored, has the new inserted pockets, rowfastet, smart buttons, new semi-straight lines. It comes in all sizes for women and misses.

Charming Blouses at \$2.95

Nearly a score of new models in crêpe de chine, crêpe chiffon and wash silks. One of crêpe chiffon has the front embroidered in imitation of handwork, collar and cuffs edged with plicated wash satin, shaped bands of wash silk at the front, tassel yokes of the satin. A new model of white or flesh crêpe de chine is embroidered on the front and has cluster of fine tucks between hemstitching, convertible collar. Another owes its attractiveness to the simple application of hemstitching.

Second Floor.

Another Shipment of These
Women's Wash Cape and

Pique Gloves, \$1.10

A SECOND SHIPMENT of our purchase of many thousand pairs of these excellent Gloves has arrived and goes on sale to-

tomorrow. The colors are the same as those of last week—good shades of putty, butter and oyster white, as well as some of the newest shades of tan and a quantity of white washable doeskin. Many of these Gloves will be impossible of duplication later in the season at near this price.

**Women's \$1 and \$1.50 Black Glace Kid
Gloves at 69c**
Almost any woman who prefers black Gloves will find in this

offering something to please her. Various styles are included, but the sizes are somewhat broken, not every style being obtainable in each size. Pique, overseam and prix-seam Gloves may be had. Sizes 5½, 5¾, 6 and 6½ only.

Main Floor, Bond Street.

Special Undermuslins at 98c
THERE ARE SEVEN other models in *Nightdresses*, one with three rows of hemstitching, the sleeve hemstitched to match.

Another is very elaborate, square neck with fine Swiss embroidery insertion and triangular medallions outlined with lace, lace insertion on shoulder and back of sleeve. Another new model has high V neck with four rows of Val. and fine tucks and frill edged with lace; long sleeves. Other pretty round neck models.

The *Envelope Chemises* include five styles, three very elaborate, lace trimmed. One has deep Empire back and front alike, with alternate rows of Swiss embroidery and a new design of Val; ribbon heading. A similar style has wide embroidery outlining the Empire top and is run with ribbon. Another has a deep yoke of rows of Val and Swiss embroidery, ribbon lace medallions. Two

straight bottom styles have shirring, featherstitched and lace insertions and medallions. All are trimmed on the bottom with lace and ribbon bows.

Sale of Serviceable Umbrellas
Men's and Women's, \$2 Value, at \$1.29

They have covers of a fine grade of American taffeta, good black and rainproof. They are made upon the best Paragon frames. The handles are the entire sample line of a leading manufacturer; carved missions and fine grade naturals; some of them trim-

Any one of them would be a good value at two dollars; **very unusual at \$1.29.** None sent C. O. D. None reserved for mail or telephone orders.

KRANICH & BACH
Ultra Quality

PIANOS

NEITHER A PIANO nor a man is etc.

Not only is the Kranich & Bach not a piano is entitled to rest upon past laurels, but it is significant to observe that for more than a half century the Kranich & Bach has been one of America's six greatest Pianos. The Kranich & Bach

makers held this ideal before them in the very beginning of their Piano making career. They hold the same ideal today. Neither the lure of popularity nor the enticement of a greatly increased business has lured the Richards Piano Co. away from its original ideal.

² The Kranich & Bach was chosen for representation among the pianoforte

representation among the six famous
Pianos sold at Lotter's—chosen because
of its fitness for meeting the needs of
those who want a Piano for a home.

This price indicates that the Keanich & Bach is not an exorbitantly priced Piano, although we believe it capable of meeting every whim of the most exact-

ing musician. From the Upright Piano at \$425, prices range upward by easy stages until the magnificent Player Grand Piano at \$1,450 is reached.

Your Own Terms—In Reason

Like all other Pianos sold here, the Kravich & Bach is obtainable on your terms—in reason. You are invited to see the instruments displayed here, to choose the model best suited to your requirements, to formulate a plan of your own

Other Pianos From \$198 Up